

## Another Country unveils new furniture pieces at its Marylebone showroom during London Design Festival 2019



From left: Fram shelving designed by Mathias Hahn for Another Country; Arc Chair designed by Alain Gilles for Another Country, 2019

Working with a carefully curated group of like-minded designers, Another Country presents a range of new furniture designs to launch at London Design Festival 2019. Products being introduced include the brand's first shelving system and fully upholstered sofa as well as a pair of dining chairs and a bed.

The collection champions natural materials and quality craftsmanship while reinterpreting the spirit and functionality of archetypal design forms through highly designed detailing.

The modular **Fram Shelving** by German-born, London-based designer Mathias Hahn is the company's first foray into shelving. Available in three heights, the versatile design relies simply on the vertical frame and the shelves, allowing for a multitude of configurations. A long-standing collaborator of Another Country, Mathias has created a multipurpose system that can be used as a standalone piece or in conjunction with other units. The vertical frame boasts a semi-circle profile which combines with U-shaped shelves to build a sturdy yet elegant ensemble, with a simple but distinctive personality.

The **Another Sofa** designed by Daniel Schofield is the first fully upholstered sofa in Another Country's portfolio. True to the British designer's 'clean, honest and understated aesthetic', the sofa combines natural materials with quality craftsmanship for a timeless finish. With a warm, contemporary character, Another Sofa is suitable for both domestic and contract use. The sofa's design features a solid leg frame, using the humble dowel and its approachable form to gently enclose its upholstered body. In line with Another Country's ethos of creating a natural home to enable wellness, the upholstery of the sofa is made from completely natural materials, setting it apart from many others on the market. Another Sofa will be available in multiple configurations.

The **Another Bed** is the latest creation of the Another Country in-house design team and the company's first upholstered bed. Celebrating the brand's longstanding relationship with Devon-based Naturalmat, the concept behind the design lies in the meeting of two materials: wood and fabric, and two textures: soft and hard; the two fusing amicably with the help of a piped seam detail. The bed's gently rounded form sits low to the ground, propped on chunky solid oak legs whilst the head-board is double sided allowing the option for either Oak or fabric to face outward. Another Bed will be available in a range of sizes.



Above: Another Bed designed by Naturalmat, crafted by Naturalmat for Another Country, 2019

Conceived by Belgian designer Alain Gilles, the **Arc Chair** and **Arc Chair with Arms** are characterised by a distinct, elegant silhouette. With a Solid timber frame, the formed plywood backrest is designed to seamlessly meet the back legs, the seat slightly floats above the front legs giving an impression of lightness. Both chairs are stackable and can be specified with an upholstered seat.



From left: Arc Chair designed by Alain Gilles for Another Country; Fram shelving designed by Mathias Hahn for Another Country, 2019

A further addition to the Another Country chair family, the **Fold Chair** by Alain Gilles proposes a contemporary take on the traditional cane lounge chair. The Fold Chair combines a variety of materials – a metal frame with a caned ash back and upholstered seat – relying on the expertise of multiple highly skilled British manufacturers. The contrasting textures used on the seat: solid wood and cane alongside metal, offer the possibility to play with colours and material finishes, creating a visual dialogue between the different elements of the chair.



Above/Left: Fold Chair designed by Alain Gilles for Another Country, 2019

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## Notes to editors

**Press contacts**

For more information or high-res imagery, please contact: [sameera@sameerahanif.com](mailto:sameera@sameerahanif.com) / [quitterie@sameerahanif.com](mailto:quitterie@sameerahanif.com)

**Press view**

Wednesday 18 September 2018, 4-6pm

**Private drinks reception**

Wednesday 18 September 2018, 6-8pm

**About Another Country**

Another Country was founded in 2010 by Paul de Zwart as a brand that called on the familiar and unpretentious forms of British Country kitchen style, Shaker, traditional Scandinavian and Japanese woodwork for inspiration.

The company has always endeavoured to reinterpret the spirit and functionality of these honest forms of furniture for the modern customer.

Another Country's mission is to design furniture of enduring quality with the entire life cycle of each piece in mind. The brand buys from sustainably managed forests, plants more trees than it uses, makes to order to minimise waste, and provides a 'repair and restore' service.

**About the Natural Home**

Another Country embraces the concept of Natural Home, where furniture is designed to improve well-being and is made with materials that are healthy to live with and kind to the environment.